Market # 15
TITL VS P.M.

Brand	Size	TITL	PM	Diff
Carlton	R-F	2.0	1.3	+0.7
* Carlton Menthol	K-FM	3.8	3.5	+0.3
* Marvels Menthol	K-FM	4.0	3.6	+0.4
* Carlton	K-F	4.2	3.3	+0.9
* Marvels	K-F	5.3	5.0	+0.3
* King Sans Menthol	K-FMC	6.5	5.8	+0.7
* King Sans	K-FC	7.0	6.0	+1.0
Iceberg 100	100M	8.2	8.7	-0.5
Iceberg 10	K-FM	8.5	8.7	-0.2
Bern & Hedges	R-F	8.8	8.6	+0.2
Lucky Ten	K-F	9.1	8.6	+0.5
Frappe	K-FM	9.4	7.0	+2.4
Pall Mall Extra Mild	L-F	9.5	9.0	+0.5
Pall Mall Extra Mild	K-F	9.6	9.4	+0.2
* Tempo	K-FC	10.5	10.0	+0.5
Vantage	K-F	10.5	10.3	+0.2
Vantage Menthol	K-FM	10.6	10.5	+0.1
* Multiple Menthol	K-FMC	10.9	10.9	0.0
* True	K-F	11.0	10.5	+0.5
* True Menthol	K-FM	11.1	10.8	+0.3
Life	100	11.7	10.9	+0.8
Overall Avg		8.1	7.8	0.3
Not Vent.		9.6	9.1	0.5
* Ventilated		6.9	6.4	0.5

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Source: https://www.industrydocuments.ucsf.edu/docs/rkvl0001